



**CALIFORNIA STATE SCIENCE FAIR  
2011 PROJECT SUMMARY**

<b>Name(s)</b> Samantha L. Gonzales-Dyar	<b>Project Number</b>  31391
<b>Project Title</b> Does Prettier Packaging Effect Healthier Eating?	
<b>Objectives/Goals</b> The objective of this project was to determine if more attractive packaging would promote healthier eating. <b>Abstract</b> <b>Methods/Materials</b> Informed consent was obtained from 80 randomly selected first graders from six different classrooms. I tested the first graders by giving one class decorated colored bags with five carrots each, and I gave another first grade class plain brown bags with five carrots each. Students were given seven minutes to eat the carrots or not. They did not have to finish the snack. I conducted this test two more times with the other first grade classes. <b>Results</b> The average for all three test was the students ate 51.8 carrots from the plain brown bags, and 68.3 carrots from the decorated, colored bags. I also separated the data by gender. Boys eating from the decorated bags ate approximately 30% more carrots the boys eating from the plain brown bags. Girls eating from the decorated, colored bags ate 33% more carrots than the girls eating from the plain brown bags. <b>Conclusions/Discussion</b> My conclusion is that prettier packaging has a positive affect on children eating a healthy snack.	
<b>Summary Statement</b> The purpose of this project was to determine if more attractive packaging would promote healthier eating.	
<b>Help Received</b> Mom bought the supplies, translated the permission slips into Spanish, and supervised the testing; Dad painted the board.	